KrishaWeb
Passion empowered with experience

An Ultimate Checklist for

App Store Optimization for Google Play

Planning to launch a brand new Android application or updating your existing one? This checklist will remind you what you need to check before submitting an app or update to Google Play Store. We have included all the important aspects that Google considers while ratting application in app store. This checklist will also help you streamline your app store optimization strategy. Starting from Application Name to App Promotional Video, this checklist contains everything you need to check for app store optimization.

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- Application Name
- Application Keywords
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Application Name

- [ ] Does application have the descriptive name?
- [ ] Used keywords in the app name
- [ ] Localized the name (if possible)

Application Keywords

- [ ] Not repeating App name in keywords
- [ ] Researched what competitors are targeting
- [ ] Localize keywords
- [ ] Properly utilizing singular or plural keywords
- [ ] Continuously monitoring the keyword performance
- [ ] Using long-tail keywords

Application Description

☐ No keyword stuffing in the description

☐ Localized description

☐ Highlighting the key features of the application

☐ Make first 167 characters count

☐ Optimized short description

Application Icon

☐ Kept it simple and clear

☐ No words used in icon

☐ Have detailed and consistence design with the app interface

☐ Have borders that help standout from others

☐ Designed following Google's material design guideline

Application Screenshot

☐ Included all screenshots (First two are the most important)

☐ Highlight benefits not just features

☐ Used text and graphic to make users understand the image

Application Ratings

☐ Encourage and highlight positive reviews

☐ Used SDK to send positive reviews to app store

☐ Used SDK to send negative reviews to support

☐ Listening to users and fixing the problems ASAP

Application Preview Video

☐ Does app have preview video? (It helps a lot)

☐ Included all key features of the app in video

☐ Developed following the Google's guideline

☐ Localized video for specific audience

I hope this checklist will help you figuring out your app promotion strategy. You can always contact us, if you have any query regarding this App Store Optimization (ASO) checklist for Google Play.